



STATE OF WEST VIRGINIA  
OFFICE OF THE ATTORNEY GENERAL  
DARRELL V. MCGRAW, JR.  
CONSUMER PROTECTION DIVISION  
1-800-368-8808 or 304-558-8986

# Press Release

January 18, 2007

***FOR IMMEDIATE RELEASE***

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**ATTORNEY GENERAL DARRELL MCGRAW RECEIVES ASSURANCE OF VOLUNTARY COMPLIANCE AND VOLUNTARY DISCONTINUANCE FROM TRILEGIANT CORPORATION, A CONNECTICUT COMPANY, THAT USES CHECK SOLICITATIONS TO ENROLL CONSUMERS IN MEMBERSHIP PROGRAMS**

Attorney General Darrell McGraw received an Assurance of Voluntary Compliance and Voluntary Discontinuance from Trilegiant Corporation and TRL Group, Inc., a Connecticut company that sold membership programs for goods and services, including memberships offering discounts on automobile maintenance, car rentals and car related services, travel services, shopping discounts, discounts on pet products and discounts on home improvement products and services, including home repair products and services.

Trilegiant marketed its membership programs to consumers by means of direct mail in the form of check and non-check solicitations. The check solicitations involved the cashing or depositing of a check the consumer received in the mail, which then obligated the consumer to purchase or renew a membership either immediately or upon the expiration of a trial offer. The non-check solicitations were offers sent by mail to the consumer which promoted a benefit as "free" in an amount credited to an account or as cash, gift card, savings bond or a voucher that can be exchanged or credited to an account, a gift card or any cash equivalency, which then obligated the consumer to purchase or renew a membership in a membership program either immediately or upon the expiration of a trial offer.

The Assurance prohibits Trilegiant from failing to disclose the consequences of cashing the enclosed checks or accepting enclosed offers. According to Attorney General McGraw, "This Assurance will protect West Virginia consumers from unlawful solicitations that fail to disclose to the consumer he is purchasing a membership for goods and services when accepting checks or other items of value."

Any persons wishing to file a complaint about a consumer matter or to alert the Attorney General about unfair or deceptive practices may do so by calling the Consumer Protection Hot Line, 1-800-368-8808, or by downloading a complaint form from this site.

To download and print a complaint form, please click on the **General Consumer Complaint Form** link at the top of this page.

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